TikTok for Business
2025

The main ways to earn money on TikTok are through the Creator Rewards Program, affiliate marketing via TikTok Shop, brand partnerships, and receiving virtual gifts during live streams. To maximize your earning potential, you should focus on creating original, high-quality, long-form content that fits a specific niche.

- Creator Rewards Program:
This program pays creators based on the views their qualified videos receive on the For You page.
1. Requirements:
To be eligible in 2025, you must be at least 18 years

old, have a minimum of 10,000 followers, and have accumulated 100,000 video views within the last 30 days.

2. Content Criteria:

Only original videos that are at least one minute long and not paid promotions are eligible for monetization.

3. Payment:

The program offers significantly higher payouts than the old Creator Fund, with potential earnings ranging from $0.40 to $8.00 per 1,000 qualified views, depending on factors like audience location and engagement quality.

https://support.tiktok.com/en/business-and-creator/creator-rewards-program/creator-rewards-program

- TikTok Shop Affiliate Program:

This program lets you earn a commission by promoting products from different brands in your videos.

1. No Inventory Needed:

You can make money without handling inventory or shipping.

2.Requirements:

In 2025, to join the program as an affiliate, you will typically need at least 5,000 followers.

3.How it works:

You select products from the Affiliate Marketplace to feature in your content. When a viewer purchases an item through the product tag in your video, you earn a commission.

https://seller-my.tiktok.com/university/essay?knowledge_id=8663415652534033&default_language=en&identity=1

https://seller-my.tiktok.com/university/

- Brand partnerships:

As your following grows, brands may pay you directly to create promotional content for their products or services. This can be organized through the TikTok Creator Marketplace or via direct outreach.

https://ads.tiktok.com/help/article/how-to-set-up-your-tiktok-one-brand-profile?lang=en

- Live Gifting:

When you go live on TikTok, viewers can purchase and send you virtual gifts. These gifts can then be converted into real money.

1.Requirements:

You must have at least 1,000 followers to go live and be 18 or older to receive gifts.

2.Audience engagement:

Engaging with your viewers during live streams can increase the number of gifts you receive.

https://support.tiktok.com/en/live-gifts-wallet/tiktok-live/live-gifts-on-tiktok

- Selling your own products:

If you have your own products, you can set up a TikTok Shop to sell directly to your audience.

1. Setup:

You will need to register as a seller and integrate a sales channel. Platforms like Printful can facilitate print-on-demand products, so you don't have to manage inventory.

2.Benefits:

The in-app shopping features and TikTok's discovery algorithm can help you reach a large

audience and generate sales.

https://printify.com/blog/is-tiktok-shop-worth-it/

https://seller-uk-accounts.tiktok.com/account/register

- Tiktok for business availability:

TikTok for Business is available in numerous countries, with different services like ads and shopping having specific regional availability. For advertising, a wide range of countries are supported globally, with availability varying by product (e.g., Pangle, Search Ads). TikTok Shop has more specific country support, including the United States, United Kingdom, and various countries in Asia, Europe, and the Americas.

- TikTok for Business availability by service:

1. TikTok Shop:
Available in a list of specific countries, including the United States, United Kingdom, France, Brazil, Italy, Indonesia, Japan, Malaysia, Mexico, Philippines,

Singapore, Spain, Thailand, and Vietnam.
TikTok Ads (Global App Bundle): Supports a wide global reach, including countries like Argentina, Brazil, Colombia, Egypt, Indonesia, Japan, Kuwait, Mexico, Saudi Arabia, Thailand, Turkey, United Arab Emirates, and Vietnam, among others.

2. TikTok Pangle (Ad Network):

Available in many countries globally, with some exclusions in regions like the European Union and the U.S. for certain products.

3. Search Ads:

Availability varies by campaign type. For example, traffic and web conversion campaigns are available in the U.S., Canada, U.K., and Mexico, while other campaign types have more limited country support.

4. TikTok API:

Within the EEA, the API is supported in Iceland, Liechtenstein, and Norway.

- How to check availability:

1. For ads:

Check the available locations list in your TikTok Ads Manager account.

2. For TikTok Shop:

You can check the specific region details within the TikTok Shop seller center or by registering for a TikTok account. Some sources suggest changing your account's region to access certain features.

3.For Pangle:

Refer to the official TikTok Ads Manager documentation for the most up-to-date information on Pangle placement availability.

https://ads.tiktok.com/help/article/available-locations-for-global-app-bundle-placement?lang=en

https://ads.tiktok.com/help/article/placements-available-locations

https://ads.tiktok.com/help/article/search-ads-campaign-availability?lang=en

https://ads.tiktok.com/help/article/tiktok-shopping-and-showcase

https://ads.tiktok.com/help/

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